

## ABSTRACT

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10 The present invention relates to network banners which are distinct software applications embedded within a web page or other internet application, which banners are capable of sending and receiving data via the internet from a central synchronization server. Such communication may be done without the user's leaving the web page wherein the network banner is embedded. The network banners enable real time communications between and among distinct computers and users connected to the internet. The network banners may include gaming functionalities for multi-party gaming among network banners or communications software.